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Perman & Green, LLP 99 Hawley Lane Stratford, CT 06614			TORRES, MARCOS L	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

ADVISORY ACTION

Response to Arguments

1. Applicant's arguments filed 3-22-2010 have been fully considered but they are not persuasive.
2. Applicant's representative [hereinafter applicant] asserts that the combination of the references fails to disclose a processor, for controlling the display, configured to vary, in the display, the first orientation of the information content to a second orientation, to interchange the first function and the second function in response to the change of orientation of the information content such that the display is configured to interchange, in the display, the first control content and the second control content, such that the second input key has the first function and the first control content is displayed in the second portion of the display adjacent the second input key, and such that the first input key has the second function and the second control content is displayed in the first portion of the display adjacent the first input key.
3. Later, applicant explain the Ali reference and asserts that the examiner's reasoning is misguided because "the 'up and down' arrows of Ali, in fig. 8B these arrows are parallel with the long sides of the display and point towards the short sides of the display. In fig. 8C of Ali the display is now in a landscape position as it has been rotated by 90 degrees. As discussed above, in fig 8C, the soft key icons remain positioned adjacent the same keys as in fig 8B. Accordingly there is no interchanging of control content shown in Fig. 8B. Furthermore, in 8C the 'up and down arrows' are now parallel to the short sides of the display and are pointing towards the long sides. That is in fig 8C

the arrows have been rotated such that they still indicate the correct function of their buttons despite the rotation of the display. Ali therefore discloses that the soft key icons are merely rotated (as is further evidenced by the rotation of the text "menu" shown in Figs. 8B and 8C) such that they indicate the correct function of the adjacent button regardless of the orientation of the device"; it is noted that in the examiner's reasoning paragraph 2, does not recite that Ali disclose interchange the functions, the paragraph shows the reasoning of one of the ordinary skills in the art having the two references. Regarding the buttons performing opposite functions, it would only happen is nothing is done regarding the control content when the device is rotated, which obviously it is not desirable and that is why Ali rotate the control content.

4. Applicant's asserts "Ali therefore teaches that the soft keys should retain the same function in every orientation of the device"; however, this conclusion it is not supported by the reference. At most applicant could state that: Ali therefore teaches that the soft keys should retain the same function in two different orientations of the device, as explained in the prior office action.

5. Regarding applicant's argument that: "the fact that Ali teaches that the soft keys should retain the same function in every orientation of the device is directly contrary to proposed combination of Ali and Swerup"; as shown in the prior paragraph this is a personal interpretation which is not supported by the reference.

6. Also applicant asserts "Ali specifically teaches away from reassigning the functions of the keys as is evidenced by the mere rotation of the arrows (and the text such as the word "menu") adjacent the respect keys"; again, as shown in the prior

paragraphs that interpretation is not supported by the reference Ali. Ali recites in paragraph 0068:

[0068] The keypad 750 includes soft keys 870 and fixed keys 880. The fixed keys 880 each have a fixed function. **The soft keys 870 each have a function that is programmable and indicated by one of the soft key icons 820 located next to the soft keys 870.** That is, a particular one of the soft key icons 820 is in proximity to a particular one of the soft keys 870 and has a text or a shape that suggests the function of that particular one of the soft keys 870.

It is clear Ali does not teach away from reassigning function of the keys, but flexible programmable keys.

7. As shown above in paragraph 0068 of Ali the "control content" or soft key icon is going to suggest or show the function of that particular key. So, if Sewrup shows that the functions are interchanged, the soft key icon would obviously show the correct description for the function as suggested by Ali.
8. Therefore, the current rejection in record remains.

/Marcos L Torres/

Examiner, Art Unit 2617

